



Market Researcher: US Regions

Performance Task

Introduction

When companies want to open a new business or store, they have to think about where to do it. Learning about different regions is the first thing the company will need to do. If they want to open a business somewhere, they have to make sure the location has the resources they need. They may want to look at the land features in a region. They will also have to make sure the weather and climate of the region are appropriate.

In this task, you work for a market research company that can find out all of this information about different regions in the United States. Other companies will be counting on you and your team to get them the information they need about different locations. Based on what you tell them, they can decide where to start a new business or open a new store.

Big Idea / Essential Questions

Big Idea

- The weather and climate of a region affect its land, living things, and economic activities.
- Geographic representations help us understand where people, places, crops and weather are located and why.
- The physical features of different regions on Earth can vary and affect the use of the land.

Essential Questions

- How do the weather and climate of a region affect the land, living things, and economic activities?
- Why are maps useful?
- What are the physical features of a region and why do they matter?

G.R.A.S.P.

Goal

The goal of your team is to give information about different regions in the US to companies who are looking for a place to start a new business. To do this, you will need to learn about the climate, physical features, natural resources, and man-made resources in different regions.

Role

You work for a market research company. A market research company collects information on different topics and give it to their clients. You and your team will be doing research on different regions in the United States.

Audience

Your audience will be the owners of a company that is thinking about starting a business in a new region. They will need the information you collect on different regions to make the best decision about their new business.

Situation

You work for a market research company and your team has been hired to conduct research on regions. Your research must show the different types of regions and the ways the climates, physical features, natural resources and man-made resources affect life there.

Regions are separated based on their physical characteristics and natural resources. The physical and environmental characteristics of a region affect the way humans and animals survive in a particular area. The climate in a particular region also can affect the community. For example, a community in a desert region would function in a very different manner than a community in a coastal region simply because their climates are very different.

Products

1. Brochure

Create a brochure that describes the region you and your group have been assigned. Based on the information you found while conducting research, your brochure must contain the following pieces: climate and weather of the region, human population, plant and animal life, major landforms and bodies of water, types of government, and major natural resources. Be sure to give your brochure a title and use graphic sources to enhance your written information. (Photographs, pictures, charts & graphs, etc.)

- What are the climate, natural resources, and physical features in your region?
- What types of animals and plants tend to live in this region moreso than other places?
- What is the population like in your region?
- What are some different ways to make a brochure?

Brochure - US Regions

| Achievement Levels | 1 | 2 | 3 | 4 |
|--------------------------|--|---|--|---|
| Climate and Weather (x1) | The product demonstrates very little understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates some understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates strong understanding of the typical weather conditions of the region during the year and over years. |
| Natural Resources (x1) | The product shows very little understanding that there are natural resources available and used by people and companies within the region. | The product shows some understanding that there are natural resources available and used by people and companies within the region. | The product shows understanding that there are natural resources available and used by people and companies within the | The product shows a strong understanding that there are natural resources available and used by people and companies within the region. |

| Achievement Levels | 1 | 2 | region. 3 | 4 |
|-------------------------------------|--|---|--|---|
| Region Relationships (x1) | The product shows very little connections between the geography, climate, natural resources, and places where people choose to live. | The product shows some connections between the geography, climate, natural resources, and places where people choose to live. | The product shows connections between the geography, climate, natural resources, and places where people choose to live. | The product shows strong connections between the geography, climate, natural resources, and places where people choose to live. |
| Research (x1) | Product shows that students did little research to find facts and details about the region. | Product shows that students did some research to find facts and details about the region. | Product shows that students did research to find facts and details about the region. | Product shows that students did a lot of research to find facts and details about the region. |
| Organization (x1) | The information given in the product is unorganized and the flow is confusing to the reader. | The information given in the product is somewhat organized and the flow partially makes sense to the reader. | The information given in the product is organized and the flow mostly makes sense to the reader. | The information given in the product is well organized and the flow makes sense to the reader. |
| Content (x1) | The brochure has important information about few of the categories listed in the product description. | The brochure has important information about some of the categories listed in the product description. | The brochure has important information about most of the categories listed in the product description. | The brochure has important information about all the categories listed in the product description. |

2. eBook

Create an electronic book (Photo Story) describing the region's climate and weather patterns. Your eBook should begin with a title that captures the main idea of your information. Then, each section should talk about an aspect of the region. For instance, a team presenting information on the Great Plains might have a section called "Spring" that shows a picture of a tornado and talks about how tornadoes happen in the springtime there. Make sure to include facts and details to support your ideas. There should also be photos or pictures and a table of contents at the beginning.

- What is the climate of your region?
- What are some types of weather events that can happen there?
- What is the difference between weather and climate?

eBook - US Regions

| Achievement Levels | 1 | 2 | 3 | 4 |
|------------------------------------|--|---|--|---|
| Climate and Weather (x1) | The product demonstrates very little understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates some understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates strong understanding of the typical weather conditions of the region during the year and over years. |
| Research (x1) | Product shows that students did little research to find facts and details about the region. | Product shows that students did some research to find facts and details about the region. | Product shows that students did research to find facts and details about the region. | Product shows that students did a lot of research to find facts and details about the region. |
| Creativity (x1) | Product is unoriginal in design and does not use graphics. | Product is somewhat original in design and uses graphics to help the audience understand information. | Product is original in design and uses graphics to help the audience understand the information. | Product is original in design and uses creative graphics to help the audience understand the information. |
| Layout (x1) | The layout is a little difficult to see and read. The presentation somewhat flows from one part | The layout is a little difficult to see and read. The presentation somewhat flows | The layout is mostly easy to see and read. The presentation flows from one | The layout is easy to see and read. The presentation flows |

| | | | | | | | | |
|---------------------------|--------------|---|----------------------------|---|-------------------|---|---------------------------------|---|
| Achievement Levels | to the next. | 1 | from one part to the next. | 2 | part to the next. | 3 | well from one part to the next. | 4 |
|---------------------------|--------------|---|----------------------------|---|-------------------|---|---------------------------------|---|

3. Map

Create a map of your region. Your map should have a title, key, a compass rose and a scale. The map needs to show the names of important places like capitals and large cities, rivers, lakes, and any major physical features such as mountains, plains, plateaus, volcanoes etc. The map should also point out any natural resources like crops, minerals or forests that are in your region. Use symbols to represent each resource and include an explanation of them in your key.

- What important physical features are in your region?
- What crops and other natural resources are in your region?
- What cities and capitals are in your region?
- What symbols will you use on your map to represent all of these things?

Map - US Regions

| Achievement Levels | 1 | 2 | 3 | 4 |
|---|--|--|--|--|
| Geographic Representations (x1) | Map is made in a way that minimally helps the viewer understand the relationship between the location of places in the region and its physical/environmental features. | Map is made in a way that partially helps the viewer understand the relationship between the location of places in the region and its physical/environmental features. | Map is made in a way that helps the viewer understand the relationship between the location of places in the region and its physical/environmental features. | Map is made in a way that greatly helps the viewer understand the relationship between the location of places in the region and its physical/environmental features. |
| Map Construction (x1) | The map does not include any important symbols. | The map includes some of the following symbols such as a title, key, compass rose and a scale. | The map includes most of the following symbols such as a title, key, compass rose and a scale. | The map clearly includes all of the following symbols such as a title, key, compass rose and a scale. |
| Map Content (x1) | Map section shows few examples of major crops, natural resources, larger cities, and other physical features such as mountains, rivers, plains, or plateaus. | Map section shows some examples of major crops, natural resources, larger cities, and other physical features such as mountains, rivers, plains, or plateaus. | Map section shows an adequate amount of major crops, natural resources, larger cities, and other physical features such as mountains, rivers, plains, or plateaus. | Map section shows many examples of major crops, natural resources, larger cities, and other physical features such as mountains, rivers, plains, or plateaus. |
| Research (x1) | Product shows that students did little research to find facts and details about the region. | Product shows that students did some research to find facts and details about the region. | Product shows that students did research to find facts and details about the region. | Product shows that students did a lot of research to find facts and details about the region. |

4. Multimedia Presentation

Prepare a presentation that explains the major features of your region. You can use PowerPoint or any other program and you may include any or all of the products you created in your presentation. Include information related to climate and weather, population, and natural resources. Be prepared to answer any questions which may arise. Remember, business leaders will use this information to make decisions about their company.

- What are some major physical features of your region?

- What are the climate and typical weather in your region?
- What is the population of your region and where are the large cities and capital located?
- How can you present the information in a way that would help a business make a decision about that region?

Multimedia Presentation - US Regions

| Achievement Levels | 1 | 2 | 3 | 4 |
|--|--|---|--|---|
| Climate and Weather (x1) | The product demonstrates very little understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates some understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates understanding of the typical weather conditions of the region during the year and over years. | The product demonstrates strong understanding of the typical weather conditions of the region during the year and over years. |
| Natural Resources (x1) | The product shows very little understanding that there are natural resources available and used by people and companies within the region. | The product shows some understanding that there are natural resources available and used by people and companies within the region. | The product shows understanding that there are natural resources available and used by people and companies within the region. | The product shows a strong understanding that there are natural resources available and used by people and companies within the region. |
| Geography, Environment and People (x1) | The product shows very little connections between the geography, climate, natural resources, and places where people choose to live. | The product shows some connections between the geography, climate, natural resources, and places where people choose to live. | The product shows connections between the geography, climate, natural resources, and places where people choose to live. | The product shows strong connections between the geography, climate, natural resources, and places where people choose to live. |
| Research (x1) | Product shows that students did little research to find facts and details about the region. | Product shows that students did some research to find facts and details about the region. | Product shows that students did research to find facts and details about the region. | Product shows that students did a lot of research to find facts and details about the region. |
| Technology Support (x1) | The technology used does not add to the presentation. Few graphics are pleasing or support the information given. | The technology used partially adds to the presentation. Some graphics are pleasing and support the information given. | The technology used adds to the presentation. Most graphics are pleasing and support the information given. | The technology used greatly adds to the presentation. All graphics are pleasing and support the information given. |